

Invoca (Call Tracking)

Setup Guide

Easy

15 minutes

Tandem Beam

Quick Facts

| | |
|--------------------------|--|
| Click ID: | Phone number matching (no click ID) |
| Authentication: | Webhook Secret (auto-generated) + optional OAuth Token |
| Test Mode: | Webhook URL testing via curl |
| Events Supported: | phone_call, purchase (phone sales) |

Prerequisites

- Active Invoca account with webhook support
- Invoca advertiser or network ID
- Invoca JS tag installed on your website

Setup Steps

1 Find Your Invoca Advertiser ID

Log in to Invoca > Navigate to Account Settings > Note your Advertiser or Network ID

2 Configure in Tandem Beam

1. Return to Platform Configurations
2. Click Add New Configuration
3. Select Invoca
4. Enter your Invoca Advertiser ID
5. A webhook secret will be auto-generated
6. Click Save Configuration
7. Copy the Webhook URL displayed after saving

3 Configure Webhook in Invoca

1. Go to Invoca > Network Settings > Webhooks
2. Select Post-Call Webhook
3. Paste the Webhook URL from Tandem Beam
4. Save the webhook configuration

4 (Optional) Enable Signal API

If you want to send conversion data back to Invoca:

1. Edit the Invoca platform configuration
2. Enable the Signal API toggle
3. Enter your Invoca OAuth token
4. Save Configuration

Configuration Fields Reference

| Field Name | Format | Required |
|----------------------|--|----------|
| Invoca Advertiser ID | Numeric ID | Required |
| Webhook Secret | Auto-generated (64 char hex) | Required |
| Enable Signal API | Toggle (default: off) | Optional |
| OAuth Token | Invoca API token (if Signal API enabled) | Optional |

Security Note: Keep all API tokens, secrets, and credentials secure. Never share them publicly or commit them to version control. If credentials are compromised, regenerate them immediately in the respective platform's settings.